

## PATENTS

## UNITED STATES PATENT AND TRADEMARK OFFICE

Application:	10/663,718	Examiner:	Raquel Alvarez
Filed:	09/17/2003	Art Unit:	3688
Inventor:	Hunter, et al.	Atty Ref.:	0108020-0533876
Title:	<b>SYSTEM AND METHOD PERMITTING MERCHANTS TO USE ELECTRONIC BILLBOARD DISPLAYS TO CARRY ADVERTISEMENTS FOR PRODUCTS THAT CAN BE PURCHASED THROUGH A UNIVERSAL AUTOMATED ORDER PROCESSING SYSTEM</b>		

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AMENDMENT AND RESPONSE

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

In response to the Office Action mailed on 03/11/2009, please amend the above referenced application as follows:

**Amendments to the claims** begin on page 2 of this paper.

**Remarks** begin on page 6 of this paper.